

CLAIMS

1. A method of dealing with remote parties, comprising the following steps:

a) maintaining a web page on the Internet, which presents, in visual format to visitors to the web page:

i) at least two options, A and B;

ii) at least two further options C and D, when option A is selected; and

iii) at least two further options E and F, when option B is selected;

b) maintaining a telephone call center which presents, in audible format to callers,

i) said options A and B;

ii) said further options C and D, when option A is selected; and

iii) said further options E and F, when option B is selected.

2. A method of dealing with remote parties, comprising the following steps:

a) transmitting information which presents

i) visual options, for selection by a remote party,

ii) in a sequence which follows a

predetermined flow chart; and

- b) transmitting information which presents audible options, for selection by a different remote party, in a sequence which follows said flow chart.

3. A system for dealing with remote parties, comprising the following steps:

- a) means for maintaining a web page on the Internet, which presents, in visual format to visitors to the web page:

- i) at least two options, A and B;
- ii) at least two further options C and D, when option A is selected; and
- iii) at least two further options E and F, when option B is selected;

- b) a telephone call center which presents, in audible format to callers,

- i) said options A and B;
- ii) said further options C and D, when option A is selected; and
- iii) said further options E and F, when option B is selected.

4. A method of dealing with remote parties, comprising the following steps:

- a) means for transmitting information which presents
 - i) visual options, for selection by a remote party,
 - ii) in a sequence which follows a predetermined flow chart; and
- b) means for transmitting information which presents audible options, for selection by a different remote party, in a sequence which follows said flow chart.

5. A method, comprising:

- a) maintaining a web site which
 - i) visually presents a set of options, including options A, B, and C and
 - ii) visually presents information IA, IB, and IC, respectively, in response to selection of options A, B, and C by a user; and
- b) maintaining a telephone answering system which
 - i) audibly presents the options A, B, and C, and
 - ii) audibly presents information IA, IB, and IC, respectively, in response to selection of options A, B, and C by a user.

6. A system, comprising:

- a) means for maintaining a web site which

- i) visually presents a set of options, including options A, B, and C and
- ii) visually presents information IA, IB, and IC, respectively, in response to selection of options A, B, and C by a user; and
- b) means for maintaining a telephone answering system which
 - i) audibly presents the options A, B, and C, and
 - ii) audibly presents information IA, IB, and IC, respectively, in response to selection of options A, B, and C by a user.

7. Method according to claim 5, wherein at least some of information IA, IB, and IC contain further options.

8. System according to claim 6, wherein at least some of information IA, IB, and IC contain further options.

9. A method, comprising:

- a) presenting, on a web site, options A and B, and
 - i) responding to a visitor's selection of option A by presenting information IA;
 - ii) responding to a visitor's selection of option B by presenting information IB; and

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b) presenting, to a telephone caller, said options A and B, and

i) responding to a caller's selection of option A by presenting information IA; and

ii) responding to a caller's selection of option B by presenting information IB.

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